







PROFILE

- Skilled in leveraging human centric design and emerging technologies to drive **digital innovation and transformation**
- **Multidisciplinary Design Expert** - specialising in Innovation, with expertise in Service Design, Product Design, Product Strategy, and impact measurement

PERSONAL INFO

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LANGUAGE

- | | |
|-----------------------------------|-------------------------------------|
| English
(Fluent) | Cantonese
(Native) |
| Japanese
(Intermediate) | Mandarin Chinese
(Native) |

SKILLS

- Service Design** / 7+ years
Workshop, Service Blueprint etc.
- Product Strategy** / 3+ years
Outcome-driven, Roadmap, Success Metrics
- Product Design + UIUX** / 7+ years
Figma, XD
- Stakeholder Management** / 5+ years
Build Trust, Collaboration, Negotiation
- Leadership** / 1+ years
Inspirative, Transparent, Safe to speak
- Visual + Storytelling** / 7+ years
Illustrator, Photoshop, Indesign

EDUCATION



Royal College of Art
MA Service Design, London UK

2015 - 2017



Imperial College
MBA module (Innovation, Entrepreneurship & Design), London UK

2015 - 2016



National Cheng Kung University
BA Industrial Design, Tainan Taiwan

2010 - 2014

SELECTED WORK EXPERIENCE

BT Group

Service Design Specialist - Innovation & Strategy
BT Group | London UK

02/2022 - PRESENT

- Multidisciplinary design expert with experience and expertise in data & generative AI, avatar, future eSim, digital ID, and subscription models
- Led the design innovation process, developing toolkits and framework to standardise innovation methodologies
- Bridged user needs, business objectives, and technological feasibility to drive innovation through human centric design across consumer unit, fostering cross-functional collaboration and customer-centric decision-making, along with identifying future opportunities and defined experience strategies
- Delivered MVPs and working prototypes to rapidly validate hypotheses and support user research, strengthening buy-in decision-making and user-centric delivery
- My work is now being used as a foundation to support the delivery within our broader Consumer Digital teams - 50M market opportunities identified

Globant

Senior Service Designer
Globant | London UK

02/2021 - 02/2022

- My eCommerce work has been contributed to global retail teams, enabling them to develop their strategic principles, leveraging it to define a holistic vision of the online shopping journey that seamlessly integrates digital and physical retail experiences
- Delivered a high-level eCommerce journey framework, along with direction and governance that guide global marketing and sales teams positively contribute to business goals and consistent online experience
- Defined service strategies and experience principles for the automotive industry using human-centered design and service ecosystem approaches



Product Designer
Tata Consultancy Services | London UK

12/2017 - 02/2021

- Led the design of the initiatives within the innovation team - successfully deployed the pilot in 20 elderly homes in TCS Ireland, potentially grow to a 20-30m/year revenue stream for eldercare opportunity
- Developed a healthcare research study by collaborating with London Loughborough University. I have become a university lecturer for one semester, mentoring students for this topic
- Owned end-to-end UI/UX prototyping, conducting iterative improvements based on user feedback and business goals



Graphic Designer

08/2014 - 12/2014

Conde Group | Macau China

- Responsible for branding concept development and graphic outputs (CIS Design), reported directly to design director
- Co-design booth exhibition and 3D floor plan for a large scale event

XD's

UI/UX Designer (Freelance)

10/2017 - 11/2017

XD's Group | London UK

- Established the service structure and user flows for the web and mobile
- Prototyped and designed an approachable experience for focus group

SELECTED PUBLIC SPEECH & LECTURER



The Value of Service Design in Business

05/2022

Pontifical Catholic University of Peru | London UK

- A 'Field Talk' dedicated to undergraduate students from the Faculty of Art and Design of PUCP



Learn User Experience by Service Design Principle

01/2021

Hong Nam Volunteer Association | Macau China

- A public speech aimed to motivate, inspire and educate government organisers, teachers and volunteers about the values of user experience (Over 100 audiences)



Lecturer - Connected Home & Elder Care Market & Product

04/2019

Loughborough University | London UK

- As a university lecturer for one semester, I mentored students on elder care service design, guiding them to identify market opportunities and launching a research study

EXHIBITION EXPERIENCE



London Design Festival 2013

09/2013

Mind The Gap Exhibition | RCA London UK

- This exhibition looked at the challenges facing modern urban transportation hubs and the design strategies used to respond to them. This project collaborate with RCA Design Product's Platform 17

CERTIFICATE



- **ABRSM - Grade 8 Piano**

Associated Board of the Royal Schools of Music



- **JLPT - Japanese N2**

Japanese-Language Proficiency Test